–sodium dimethyl isophthalate-5 sulphonate--.

IN THE CLAIMS:

Please cancel claims 1 to 17, without prejudice or disclaimer, and add new claims 18 to 53 as follows:

--18. A topical composition comprising an aqueous gel which comprises a hydrophilic gelling material, wherein said gel has rheological properties comprising:

- an initial viscosity V_0 ranging from 3000 to 50,000 Pa.s, wherein said initial viscosity V_0 is stable up to a shear strain C_1,
- a viscosity V_2 after shear at a strain C_2, wherein a ratio of V_0/V_2 is greater than or equal to 1000, and
- a difference of C_2-C_1 is less than or equal to 100 Pa.

19. The composition according to Claim 18, wherein the rheological properties of said gel further comprise a viscosity V_1 measured at said shear strain C_1, wherein a ratio of V_0/V_1 is less than or equal to 2.

20. The composition according to Claim 18, wherein said shear strain C_1 is greater than or equal to 50 Pa.

21. The composition according to Claim 18, wherein a fall in viscosity induced by shear on said gel is not immediately reversible.

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22. The composition according to Claim 18, wherein said hydrophilic gelling material is a hydrophilic gelling polymer.

23. The composition according to Claim 22, wherein said hydrophilic gelling polymer is chosen from at least one water-soluble and water-dispersible terephthalic copolyester oligomer comprising dicarboxylate repeating units of formula (I):

$$-CO\text{-}A\text{-}CO\text{-}O\text{-}(CH_2\text{-}CH_2\text{-}O)_n\text{-} \qquad (I)$$

wherein

- A is chosen from 1,4-phenylene and sulfo-1,3-phenylene groups, and optionally, 1,3-phenylene groups,
- n ranges from 1 to 4,
- at least 35 mol% of said units of formula (I) are units of formula (I) wherein A is a 1,4-phenylene group and n is equal to 1,
- at least 7 mol% of said units of formula (I) are units of formula (I) wherein A is a sulfo-1,3-phenylene group, and
- the weight-average molecular mass of said at least one copolyester oligomer is less than 20,000 polystyrene equivalents, as measured by gel permeation chromatography in dimethylacetamide containing 10^{-2} N of LiBr, at 100°C.

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24. The composition according to Claim 23, wherein up to 20% of said units of formula (I) are units of formula (I) wherein A is a 1,3-phenylene group.

25. The composition according to Claim 24, wherein up to 5% of said units of formula (I) are units of formula (I) wherein A is a 1,3-phenylene group.

26. The composition according to claim 23, wherein at least 40 mol% of said units of formula (I) are units of formula (I) wherein A is a 1,4-phenylene group and n is equal to 1.

27. The composition according to claim 26, wherein from 40 to 90 mol% of said units of formula (I) are units of formula (I) wherein A is a 1,4-phenylene group and n is equal to 1.

28. The composition according to claim 23, wherein at least 10 mol% of said units of formula (I) are units of formula (I) wherein A is a sulfo-1,3-phenylene group.

29. The composition according to claim 28, wherein from 10 to 25 mol% of said units of formula (I) are units of formula (I) wherein A is a sulfo-1,3-phenylene group.

30. The composition according to claim 23, wherein said at least one copolyester oligomer has end groups independently chosen from groups of formula (I'):

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$$-CO\text{-}A\text{-}CO\text{-}O\text{-}(CH_2\text{-}CH_2\text{-}O)_n\text{-}OH \qquad (I')$$

wherein

- A and n are defined as in claim 23.

31. The composition according to Claim 23, wherein said at least one copolyester oligomer has end groups independently chosen from

-A-CO-OH and

-A-CO-OR

wherein A is defined as in claim 23 and R is a C_1-C_4 alkyl group.

32. The composition according to claim 23, wherein said at least one copolyester oligomer has a weight-average molecular mass of less than 15,000 polystyrene equivalents, as measured by gel permeation chromatography in dimethylacetamide containing 10^{-2} N of LiBr, at 100°C.

33. The composition according to Claim 23, wherein said at least one copolyester oligomer has a weight-average molecular mass ranging from 5000 and 14,000 polystyrene equivalents, as measured by gel permeation chromatography in dimethylacetamide containing 10^{-2} N of LiBr, at 100°C.

34. The composition according to Claim 23, wherein said at least one copolyester oligomer has a weight-average molecular mass ranging from 8000 to

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10,000 polystyrene equivalents, as measured by gel permeation chromatography in dimethylacetamide containing 10^{-2} N of LiBr, at 100°C.

35. The composition according to Claim 18, wherein said hydrophilic gelling material comprises from 0.5 to 15% by weight of the composition relative to the total weight of the composition.

36. The composition according to Claim 18, wherein said hydrophilic gelling material comprises from 2 to 10% by weight of the composition relative to the total weight of the composition.

37. The composition according to Claim 18, wherein said gel further comprises a fatty phase.

38. The composition according to Claim 37, wherein said fatty phase is chosen from volatile oils, non-volatile oils, and waxes of animal, plant, mineral, and synthetic origin.

39. The composition according to Claim 18, further comprising at least one hair care or hair styling ingredient chosen from fixing materials, conditioning materials, active agents for haircare, sheen-enhancing agents, and hair dyes.

40. A device comprising:

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a container containing a composition comprising an aqueous gel which comprises a hydrophilic gelling material, wherein said gel has rheological properties comprising:

- an initial viscosity V_0 ranging from 3000 to 50,000 Pa.s, wherein said initial viscosity V_0 is stable up to a shear strain C_1,
- a viscosity V_2 after shear at a strain C_2, wherein a ratio of V_0/V_2 is greater than or equal to 1000, and
- a difference of C_2-C_1 is less than or equal to 100 Pa, and

a means for distributing said composition.

41. The device according to Claim 40 wherein said means for distributing said composition is a pump-dispenser.

42. The device according to Claim 41, wherein a maximum value of shear strain C_1 is less than or equal to 150 Pa.

43. The device according to Claim 40, wherein said means for distributing said composition is an aerosol device.

44. The device according to Claim 43, wherein a maximum value of shear strain C_1 is less than or equal to 200 Pa.

45. The device according to Claim 43, wherein said composition further comprises a suitable amount of propellant and wherein said composition is

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distributed by means of an appropriate distribution valve system controlled by a distribution head, wherein said distribution head comprises a nozzle which vaporizes said composition.

46. The device according to Claim 45, wherein said propellant is chosen from compressed gas and liquefied gas.

47. The device according to Claim 46, wherein said propellant is chosen from compressed air, carbon dioxide, and nitrogen.

48. The device according to Claim 45, wherein said propellant is chosen from gases which are soluble or insoluble in said composition.

49. The device according to Claim 48, wherein said gases are chosen from dimethyl ether, halogenated hydrocarbons, and non-halogenated hydrocarbons.

50. The device according to Claim 45, wherein said amount of propellant ranges from 20 to 50% by weight relative to the total weight of the composition.

51. A process for cosmetically treating at least one of skin, mucous membranes, hair and superficial body growths, said process comprising applying to said skin, mucous membranes, hair or superficial body growths a composition comprising an aqueous gel which comprises a hydrophilic gelling material, wherein said gel has rheological properties comprising:

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- an initial viscosity V_0 ranging from 3000 to 50,000 Pa.s, wherein said initial viscosity V_0 is stable up to a shear strain C_1,
- a viscosity V_2 after shear at a strain C_2, wherein a ratio of V_0/V_2 is greater than or equal to 1000, and
- a difference of C_2-C_1 is less than or equal to 100 Pa.

52. A process for cosmetically treating at least one of skin, mucous membranes, hair and superficial body growths, said process comprising:

applying to said skin, mucous membranes, hair or superficial body growths a composition comprising an aqueous gel which comprises a hydrophilic gelling material, wherein said gel has rheological properties comprising:

- an initial viscosity V_0 ranging from 3000 to 50,000 Pa.s, wherein said initial viscosity V_0 is stable up to a shear strain C_1,
- a viscosity V_2 after shear at a strain C_2, wherein a ratio of V_0/V_2 is greater than or equal to 1000, and
- a difference of C_2-C_1 is less than or equal to 100 Pa,

wherein said composition is applied by means of a device comprising a container containing said composition and a means for distributing said composition.

53. The process according to claim 52, wherein said composition is vaporizable.--

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